

Notes:

- As with all 'spoke' blogs, include text link to main hub page within the blog post to ensure there is internal linking
 - This can happen anywhere in the article that feels organic but I've included it in the footer most often
- Recommend schema markup for blog pages to include FAQ and article schema
 - FAQ schema should include any questions that are answered directly within the blog
- Please review [SEO for Content Creation Guide](#) to optimize content for organic performance

Blog Post Optimization

Page Name	What is Assisted Living
URL	www.srgseniorliving.com/blog/what-is-assisted-living

Targeted Keywords

Keyword	Type	KW Intent	Search Volume
what is assisted living	primary	informative	4,300
assisted living services	supporting	informative	900
independent living vs nursing home	supporting	informative	3,700
assisted living vs independent living	supporting	informative	600

Meta Data

Title (70 characters)	What is Assisted Living SRG Senior Living
Meta Description (170 characters)	Assisted living offers a residential setting with a variety of personalized care options. Learn more about what you can expect and see if it's the right fit for you.

Recommended Outline:

Word Count: Approx. 1,500 words

<H1>What is Assisted Living?</H1>

- **Word Count: Approx. 200 Words**
- Include high level definition of Assisted Living

<H2>What Services Does Assisted Living Provide?</H2>

- **Word Count: Approx. 250 words**

- Include non-branded explanation of the services most assisted living communities provide

<H2>What Should I Look For in an Assisted Living Community?</H2>

- **Word Count: Approx. 250 words**
- Include a non-branded definition of important qualities that users find helpful
- Any subsection titles should utilize <h3>
- Include link to [CARE](#) page, if applicable

<H2>Assisted Living vs Nursing Home</H2>

- **Word Count: Approx. 200 words**
- This section should be largely non-branded, though feel free to include SRG within comparisons, using text links to corporate pages if necessary - but use them sparingly in these sections

<H2>Assisted Living vs Independent Living</H2>

- **Word Count: Approx. 200 words**
- Similarly, this section should be largely non-branded, but minimal comparisons to SRG are okay.

<H2>When Is the Right Time for Assisted Living?</H2>

- **Word Count: Approx. 250 words**
- Provide non-branded explanation of when individuals or loved ones should start to consider Assisted Living options

Closing and CTA

- **Word Count: Approx. 50-100 words**
- **Closing should utilize <H2>**
- Include summary of article. Include branded content and links to relevant corporate page here if possible
- Include link to [What is Assisted Living - SRG Blog Outline](#)